

PRIVATE PRODUCTION GROSS UP 20%

McManus Leads Odeon Contest

The Ringmaster's prize in The Odeon Big Show, as the current campaign contest is known, is being hotly contested in the tenth week, with Steve McManus of the Ontario C Big Top in the lead and Art Bahen of the Quebec Big Top only five points

(Continued on Page 3)

Subscription TV For Vancouver?

Subscription television is in the planning stage by TruVu, the Vancouver company headed by George C. Chandler which operates a community antennae service and so far represents a considerable investment, states a story by Bill Fletcher, business

(Continued on Page 11)

AA Will Produce 38-40 Features Next Year

Allied Artists' forthcoming features will be up in both number and quality, if Steve Broidy's present plans are followed, for the chipper president of that company told a trade press conference in NY the next year's production schedule calls for 38-40 features compared with 26 this year. As part of this expanded program Ed Morey has been placed in charge of Eastern production.

Four budget categories will be followed, beginning with the Huston-Wider-Wyler super-productions and being followed by those to cost \$800,000, \$350,000 and \$175,000. Broidy thought that

(Continued on Page 2)

Jan Sterling In 'Police Story'

Jan Sterling will star with Gary Merrill in Allied Artists' The Police Story, which Hayes Goetz will produce.

PRINTING-FILMING BY 32 COMPANIES SHOWS 8% REVENUE INCREASE

The 32 private commercial firms actively engaged in the production and printing of motion pictures during 1953 employed 387 persons and these received salaries and wages amounting to \$1,150,890, says the report of the Dominion

TORONTO SEES 3-D POLA-LITE WAY

Favorable reactions were heard at the demonstration in Toronto last week of the Pola-Lite 3-D single film system at the Hollywood Theatre. Trade and press representatives saw a reel of the U-I color feature, Taza, Son of Cochise, and the Columbia black-and-white feature, The Mad Magician. The Toronto test showing was the first in Canada.

George Cuthbert, general manager of General Theatre Supply Company; Tex Cates, Canadian Pola-Lite representative; and Dr. Leon Wells, inventor of the system, appeared on-stage to describe the process and answer questions.

Beside the features mentioned earlier here, U-I's Creature of the Black Lagoon, UA's Southwest Passage and Gog, and 20th-Fox' Gorilla at Large were printed in the system, which requires only one projector instead of two, as was the case in the past.

Bureau of Statistics. Total gross revenue increased eight per cent from \$2,605,530 in 1952 to \$2,823,272 in 1953. Of this latter amount \$1,592,779 was from production and \$1,230,493 from printing. Revenue from production was 20 per cent higher than in 1952 but printing revenue showed a slight decline of three per cent. Television commercials were a major factor in raising the revenue.

During 1953 private industry completed the production of two

(Continued on Page 2)

JARO's Sked For Big Summer BO

With The Kidnappers helping many Canadian theatres offset the summer slowup, J. Arthur Rank Film Distributors Limited will follow that fine Canadian story with The Maggie, in which Paul Douglas stars. The Maggie has received strong acclaim from

(Continued on Page 3)

Change Closing Date

Engravers and printers in the Toronto area will be open Thursday, July 1 (Canada Day) and will close Friday, July 2. Theatres and exchanges requiring cuts, mats or ad material are advised to order early.

SAINT JOHN WINS UA SALES DRIVE

United Artists' Saint John, NB exchange, managed by I. J. Davis, took first prize in its group in the company's six-month 35th anniversary sales drive, which ended recently. The Canadian district, headed by Charles S. Chaplin, finished second to the Southern one in the competition among the company's seven districts in the USA and Canada.

The 32 UA branches in the USA and Canada competed in three groups of equal grossing potential and the Calgary branch, managed by Robert Radis, also showed a fine effort, finishing third to Saint John.

The Dallas and New Orleans exchanges headed the other two groups.

JOE MYERS IFD SPECIAL SALES REP

Douglas V. Rosen, general manager of International Film Distributors, has appointed Joseph Myers, veteran exchange executive, special sales representative. Myers, in the USA since 1951, was until recently on the sales force of Warner Brothers' office in Chicago.

Rapid expansion of IFD in the past nine months, along with the acquisition of top features from Britain, France, Germany, Italy and Sweden, has made such an appointment necessary. IFD's UK films are from such top producers as Associated British-Pathe and Sir Alexander Korda's London Films and in September it assumes the Allied Artists' franchise in Canada at a time when the last-named organization moves into the major class.

Myers, a Westerner who was UA and MGM branch manager in Calgary, came east in 1941 and joined Odeon as a booker and buyer. Later he was with Allied Theatres as a booker and in 1947 joined Eagle-Lion as a salesman.

A member of the Canadian Picture Pioneers, Joe has made many friends in his 30 years in the industry.

Dom'n Sound Mgrs. In Ottawa, Regina

L. B. Cogger becomes Regina manager for Dominion Sound Equipments Limited on July 1 and D. E. Neill takes charge of the Ottawa office on the same date.

Cogger has been supervisor of sales service and installations in Winnipeg since September, 1953 and Neill has been Ottawa sales representative since January, 1952.

General sales manager of Dominion Sound Equipments is Lloyd C. Pearson.

VARIETY MEETING TO HEAR RABBI SLONIM ON ISRAELI INDUSTRY

June 29 meeting of the Toronto Variety Club in the Prince George Hotel should be well attended, for Rabbi Reuben Slonim, one of the club's chaplains, will speak briefly on the theatre industry in Israel. He was there recently to report life in the new state for The Telegram, Toronto. Barker Jack Cooke's Leafs are back in town that night, so it's an early schedule to enable our fans to share the welcome.



Vol. 19, No. 26

June 30, 1954

HYE BOSSIN, Managing Editor
BEN HALTER, Production Editor

Address all communications—

The Managing Editor,

CANADIAN FILM WEEKLY

175 Bloor St. East, Toronto 5, Canada

Entered as Second Class Matter

Published by

Film Publications of Canada, Limited

175 Bloor St. East, Toronto 5, Ontario,

Canada — Phone WAlnut 4-3707

Price \$3.00 per year.

38-40 FROM AA

(Continued from Page 1)

the product shortage would not become serious and that top pictures, capable of staying in theatres for a few weeks, would be the main factor in filling available playing time.

Allied Artists, however, will continue to make pictures on any level where there is a market, stressing medium-class exploitable features which may qualify as first features in smaller keys. Annapolis Story and Police Story, both budgeted at around the \$300,000 mark, are in that class.

As to CinemaScope, Broidy said that the studio would use the anamorphic technique whenever a picture seemed to call for it, adding that a second CinemaScope production is now being planned.

As the first Huston picture, scheduled to get underway after the director-producer finishes Moby Dick for Warners, Broidy named The Man Who Would Be King or Alouette. He further revealed that Huston will get 25,000 shares of AA common stock for his three-picture participation deal, while Wyler and Wilder will get the same amount in common stock options, with the last two also scheduled to do three films.

While contracts have not yet been signed with Wyler and Wilder, to all intents and purposes the deal has gone through. Talks are in progress with two other producers in the same class, he added. Broidy said he hopes to reveal soon the names of several prominent film personalities with whom AA has been negotiating and who are about to sign with the company.

Phil Carey Cast In 'Wyoming Outlaws'

Phil Carey, who recently completed a top role with Tyrone Power and Maureen O'Hara in Columbia's CinemaScope Technicolor production, The Long Gray Line, will next play the male lead in the Technicolor Western, Wyoming Outlaws. It will be directed by Fred F. Sears with Wallace MacDonald producing.

Our Private Production

(Continued from Page 1)

feature-length films, 11 theatrical shorts and an imposing figure of 297 non-theatrical films of five minutes or longer. Of the 11 theatrical shorts, two were adaptations or language versions of the original films. In the non-theatrical field, 26 of the 297 productions were language versions or adaptations, 50 of them were produced primarily for television use and nine were made for sponsors outside Canada. In addition to the above, private industry produced 191 television commercials, 1,161 theatre trailers, 518 newsreel stories of which 289 were for theatres and 229 for television, 48 silent filmstrips and 27 filmstrips with record.

Of the 55 theatrical shorts completed in 1953, 48 were in black and white, all were sound films and 33 were in English. Non-theatrical films shot in black and white numbered 261 out of the 481 completed in 1953. Seventy-five of this total were silent films. Of the 406 sound films, 281 were in English, 109 in French and 16 in other languages.

The information presented in the section dealing with government production is based on replies from nine agencies. During 1953 these agencies completed 44 theatrical shorts and 184 non-theatrical productions of five minutes or longer. Twenty-two of the theatrical shorts and 80 of the non-theatrical films were language versions or adaptations. Of the non-theatrical films, 66 were produced primarily for television use. In addition to the above, government agen-

cies made five television commercials, 11 theatre trailers, 78 newsreel stories of which 58 were for theatrical use and 20 for television, 32 silent filmstrips and four with a record.

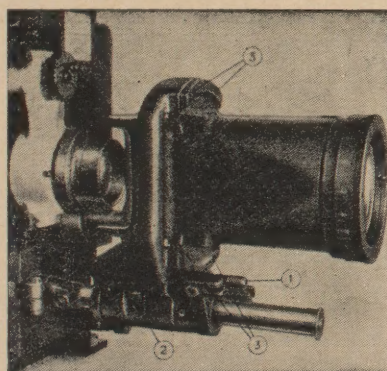
Employment and revenue figures on government production were not requested.

The report is the second in a series begun by the Dominion Bureau of Statistics last year in an effort to collect some comprehensive statistics on Canada's motion picture industry. This survey covers private companies and government agencies both Federal and Provincial, engaged in the production of motion pictures and filmstrips for business, industry and education, as well as the domestic production of feature films. These figures do not include any merchandising activities of the reporting firms but relate only to production and printing. Laboratory work included is only that of companies engaged in motion picture production.

What is the total value of Canadian production in all its phases? The DBS report doesn't give a consolidated figure for private and government film activity. But one government film agency, the National Film Board, was voted \$2,804,131 by Parliament for the year ended March 31, 1953.

MGM's 'Robin Hood'

Jane Powell has been set by MGM to portray the maid Marian in Robin Hood, in which Howard Keel has been cast for the title role.



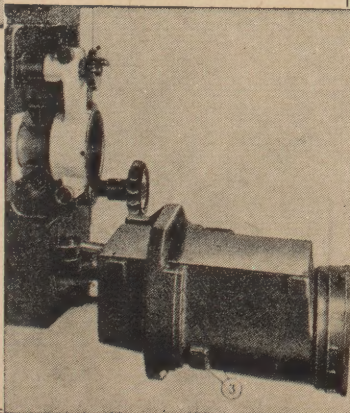
ORIGINATED by Gaumont Klee of England, the prism type Anamorphic Lens gives the truest definition across the entire width of any screen.

Delivery from stock. Prices so low, you'll be amazed.

See PERKINS For Full Particulars.

PERKINS
ELECTRIC COMPANY LTD.

Head Office: Montreal, Que.
Branches at: Toronto, Vancouver, Moncton, & Calgary.



THE day is coming when there will be feature film production in Canada. There have been attempts at this in the past, many of them by promoters who came here for the express purpose of making a fast dollar and not because of any particular love for our country or belief in the idea.

There are some who will say that there are no valid economic reasons for producing feature pictures in Canada and will advance many arguments for such conclusions. However, they do not take stock of changing conditions in our business. They fail to note that even though the Americans are still receiving the bulk of film revenues in Canada, the business itself is becoming more and more an international one. The public doesn't care where or how a picture is produced so long as it is good entertainment. The American producers recognize this and are now making pictures all over the world, partly to get different stories and backgrounds and partly to recoup some of their frozen currencies. They send location companies to Canada for background shots and as a courtesy for our permitting them to take out all their earnings. The largest single source of revenue in hard dollars for the American producer is Canada.

I do not refer to this kind of production in Canada. The Canadian picture should be made to show us in a proper and true light to all the world. Most countries are today greatly interested in our country and these should be pictures which can only be made here and not carbon copies of American or English subjects. Made on this basis, they could be shown in many countries and, if produced with any degree of intelligence, would find a ready market on an international basis. Very importantly, they should have an exceptionally big boxoffice take in Canada. At present there are several films with Canadian locales going the rounds and they are doing excellently.

The Canadian government would do well to foster the idea. It should be careful, however, not to become involved unless knowledgeable people who understand the economics of our business and the marketing of films are behind such production. Canada is now one of the largest trading nations of the world. Pictures depicting Canada in its proper light would be of great assistance to our exporters, would return dollars to our country and would give our local talent a much-needed opportunity.

ODEON CONTEST

(Continued from Page 1)

behind. There are three weeks left. Another phase of the contest is called the Showmanship Tent and among the leaders in this are Don Gauld, Ray Resky, Ralph Connor, Roy McLeod, Marcel Desjardins, Jean-Paul Legris, Nicky Langston, Jacques Martin and Lin Martyn.

Leaders in the Big Top section are:

BC—Ralph Connor, Al Jenkins, Roy McLeod and Frank Marshall.

EC Little—Constance Smythe, Reub Elliot and Norm Egilson.

Mid-Western—Don Gauld, Bill Russell and Ray Resky.

Ontario A—Vic Nowe, Gord Bregman.

Ontario B—Ed Foley, Ralph Bartlett, Harry Dunk and Lorne Moore.

Ontario C—Ed Burrows, Nicky Langston and Bill Woodbeck.

Ontario D—Lionel Miller and Charles Mason.

Quebec—Jacques Martin, Ron Gaboury and Marcel Desjardins.

Maritimes—Doug Smith, Henry McNeil, Bill Horner and Ernie Hatfield.

The week's Top Showman prize of \$25 went to Ron Gaboury, Villeray, Montreal.

Other Ringmasters are: Ontario A—Chris Holmes; Ontario B—Bob Harvey; Ontario D—Keith Wilson; Maritimes—Lee April; and BC and EC Little—Earl Hayter and Gerry Sutherland.

Jim Hardiman, assistant to Wannie Tyers in Odeon Theatres' advertising and publicity department, is in charge of the campaign as "Circus Boss."

New Panorama Film Acquired By UA

Jesse James' Women, fast-moving Technicolor Western starring Peggie Castle, Jack Beutel, Don "Red" Barry and Lita Baron, will be distributed by United Artists. Filmed entirely on location in Mississippi, Jesse James' Women was produced by Panorama Pictures, Inc., and Don Barry served as producer and director.

Dancer To Debut In New MGM Musical

Michael Kidd, former dancer and more recently choreographer for both stage and screen musicals, will make his screen acting debut with Gene Kelly in MGM's It's Always Fair Weather. Kidd, who recently originated the unusual ballet sequences for Seven Brides for Seven Brothers, was screen tested for the role of Kelly's Italian soldier buddy at Kelly's insistence. The musical will be produced by Arthur Freed and co-directed by Kelly and Stanley Donen.

— News Notes —

HARNETT MANAGES WB 16 MM.

C. Ray Harnett has been appointed Canadian sales manager for Warner Bros.' 16 mm. division, effective June 21, by Haskell M. Masters, Warner's general manager in Canada.

Born in Peterborough and educated in Ottawa, Harnett was affiliated with General Films Ltd. for three years in Regina, Kingston and Eastern Canada. He was connected with Associated Screen News in Montreal for eight years as assistant manager of that company's Bell and Howell division. He was also general manager for Telephoto Industries, one-time Canadian outlet for Ampro. From 1947 until joining Warner Bros. he has been president of Vocasound Ltd., an electronic equipment research and development company.

TWO TERRYTOON SHORTS PER MONTH

Paul Terry, producer of Terrytoons released by 20th Century-Fox, announced over the weekend that starting this month there will be two all-purpose Terrytoons characters available to exhibitors on a monthly basis. The short subjects will be adaptable for projection in CinemaScope proportions through anamorphic lenses, or in standard or wide-screen proportions through regular 35 mm. lenses.

Success of Arctic Rivals, shown on bills featuring Fox CinemaScope films, caused the conversion to the all-purpose program. Releases in June will be Pride of the Yard (Percival Sleuth-Hound) and Fisherman's Luck (Gandy Goose); in July The Cat's Revenge (Little Roquefort) and Ants in Your Pantry; in August The Reformed Wolf (Mighty Mouse) and A Wicky Wacky Romance; and in September Blue Plate Sympathy (Heckle and Jeckle) and A Torrid Toreador.

TUFTS NFB EDUCATION OFFICER

The National Film Board has appointed W. Elmore Tufts education officer. He will be stationed at headquarters in Ottawa. The position entails liaison with educational groups across the country with regard to the content of the Board's educational and informational films and filmstrips.

Tufts, the Board's district representative at Saint John, NB for the past year and a half, succeeds T. V. Adams, now assistant chief of International Distribution. He will also serve as secretary of the joint advisory committee of the National Film Board and the Canadian Education Association.

Before joining the Board, Tufts was a public school teacher in New Brunswick. He is a graduate of the University of New Brunswick.

TRUEMAN FOR 'LOCAL LOYALTIES'

The concept of "global loyalty" as embodied in such phrases as "world citizenship," could lead to widespread misunderstanding and destruction, Government Film Commissioner A. W. Trueman told the biennial conference of the Association of Canadian Clubs in Winnipeg, recently.

Trueman, who, as Honorary President of the Association of Canadian Clubs, presided over the conference, stressed the necessity of what he termed "local loyalties" as a true basis for international understanding.

"When anyone asks me to slough off those relations with my country which are summed up in the term 'Citizenship,' and to substitute for them global associations which will make me a citizen of the world, I suspect that something is being proposed that is dangerous."

INDIA TO LEND PRODUCERS' MONEY

On the basis of recommendations made by the Film Inquiry Committee the Government of India has announced plans to create a National Film Board, which will assume the functions of the existing Central Board of Film Censors, as well as supervise a newly-constituted Film Production Bureau and a Film Institute.

The Film Production Bureau is to give advice on scripts and provide guidance to producers in an advisory capacity. In addition it will maintain a library and research service. It is to be charged with training in direction, photography, sound engineering, editing and other aspects of production. A small studio for training purposes will be maintained. In view of the element of risk involved, the Government of India will not participate in the financing of productions, but if necessary, provisions are being considered that would enable producers to obtain loans.

JARO SCHEDULE

(Continued from Page 1)

press and public and is a worthy boxoffice successor. JARO is also offering a great combination in a great picture—Gregory Peck in Mark Twain's story, Man With a Million. This comedy, in Technicolor, is a large-scale production that makes unusual entertainment.

Ready to follow are:

You Know What Sailors Are, a comedy, stars Akim Tamiroff and Donald Sinden, who will be remembered for his fine role in The Cruel Sea.

Said by the critics to be the finest racing picture ever to be made, The Rainbow Jacket was written by the Academy Award winner, T. E. B. Clarke, and features such world-famous racetracks as Newmarket and Epsom. Following in the footsteps of Genevieve, the best-selling novel, Doctor in the House, has been filmed and is acclaimed as being as funny as its predecessor. Starring as the four mad medics are Donald Sinden, Dirk Bogarde, Kenneth (Genevieve) More, and Donald Houston. Adventure in natural backgrounds is the keynote for West of Zanzibar, starring Anthony Steele and filmed in East Africa.

Jack Hawkins and Glynis Johns are teamed in the great adventure story of New Zealand called The Seekers.

All the films mentioned above, with the exception of The Kidnappers and The Maggie, are in Technicolor and will be released through the summer months and early fall as the answer to the summer doldrum at the nation's boxoffices.

To Direct 'Wyoming Outlaws'

Fred P. Sears will direct Columbia's Wyoming Outlaws.

'Cell 2455, Death Row'

Columbia has purchased Cell 2455, Death Row, the autobiography of Caryl Chessman, who has been sentenced to be executed in San Quentin July 30.

JARO's Trade Shows Monday Afternoons

JARO, which has held successful trade showings for five weeks, will continue them every Monday afternoon at the Odeon Theatres' screening room, third floor, 20 Carlton Street, Toronto.

Exhibitors and circuit bookers have welcomed the opportunity to formulate promotional plans well in advance of playdates and to discuss the product with other showmen and the JARO representatives present.

All local exhibitors, and any out-of-town ones visiting Toronto, are invited to these regular trade shows. To arrange to attend call Joe McPherson, Toronto branch manager, at EM-pire 3-5251.

2117 SATURATION BOOK! A MASS-RELEASE PRESENTATION U



Ballyhoo unmatched in
entertainment annals!

Across the nation

*(on top of the big blast in
newspapers and magazines)*

the most powerful
daytime-nighttime

TV and Radio

spot-time penetration ever
pounded into the homes!

Super-promotion
history for you and

WARNER BROS.

"THEM!"

STARRING

JAMES WHITMORE • EDMUND GWENN • JOAN WELDON • JAMES ARNESS •

NGS STARTING JUNE 15!!!
NSEEN BEFORE IN THIS INDUSTRY!



**A HORROR-HORDE OF
CRAWL-AND-CRUSH
GIANTS CLAWING UP
OUT OF THE EARTH'S
STEAMING DEPTHS!**

"This city is under
martial law till we
annihilate THEM!"



WITH
ONSLow STEVENS • SEAN McCLORY • CHRIS DRAKE • Screen Play by TED SHERDEMAN
Music by Bronislau Kaper • Produced by DAVID WEISBART • Directed by GORDON DOUGLAS



Franklin-Herschorn TV Licence Denied

Application of the Franklin & Herschorn Theatre Co. Ltd. for a TV licence in Moncton, NB was denied by the CBC Board of Governors, following the recent meeting in Saint John, NB, in favor of that of Moncton Broadcasting Ltd. Both had applied at the same time and the Board noted that the latter company "is locally owned and operated."

Other TV applications approved were for stations in Calgary, Saskatoon, Brandon and Sault Ste. Marie, Ontario. It recommended deferment of a private licence for St. John's, Newfoundland, while consideration is given to establishing a CBC outlet there.

'Man From Laramie'

Director Anthony Mann has reported to William Goetz Productions at Columbia Studio and has started working with screenwriter Frank Burt on the forthcoming James Stewart starrer, *The Man From Laramie*, which will be placed before the Technicolor cameras in September.

News Clips

Associated Screen News is installing equipment for the printing of 35 mm. Eastmancolor... James Bullerwell, manager of the Community, Yarmouth, NS has been elected president of the Yarmouth County Baseball League... Alexander Theatre, Wallaceburg, Ontario has closed, leaving the town with one house... Estimated amusement tax revenue for 1954 by the Province of Ontario is \$6,702,000. Theatre licences are expected to yield \$280,000... Regent, Peterborough, empty for six years, will become an office building... 'Hat Drive-in in Medicine Hat entertained 22 members of the handicapped association gratis.

Nashville newspaper refused to print the program logs of two radio and two TV stations and this resulted in a three-year contract which calls for a sharing of costs in several cases... Maclean's will raise its advertising rates and publish every two weeks in 1955. This will mean 26 editions annually instead of 24... NFB crews are shooting *Les Midinettes* in Montreal and a shipbuilding documentary in Sorel, Quebec, and a third will start on a film about the Trans Canada Highway in July... *Gone With the Wind*, reissued by MGM, is doing great business in all its early engagements. It has brought MGM well over \$2,000,000 in Canadian rentals in its previous releases.

Short Throws

MANAGER of the Park Theatre, Winnipeg, Miss Molly Schultz passed away recently. Born in Winnipeg, she was associated with the Park, DeLuxe and Garry for the past 24 years.

EDITORIAL in *The Enterprise-Bulletin*, Colingwood, Ontario, headed "Outstanding Public Spiritedness," praised Sam and Joe Russ of the Gayety for donating the theatre's three-day take to the local building fund for the Canadian National Institute for the Blind. They presented a cheque for \$1,173. "This is not the first instance in which the Russ family has made splendid contributions to various projects," the paper said.

LES PRESTON, manager of the Capitol, St. Thomas, Ontario promoted two full-page co-op ads in the past month. These were in the *Times-Journal* for the MGM features, *Kiss Me Kate* and *The Long, Long Trailer*.

SIXTEEN-million-dollar anti-trust suit of Zenith Radio Corporation and the Rauland Corporation, both of Chicago, against the Radio Corporation of America and others can proceed, it was ruled by Federal Judge Michael F. Igoe. They charge that RCA has since 1919 "been engaged in a conspiracy to monopolize radio and television business" and the effect of this was to keep them out of Canada and other foreign markets.

PIPE BAND of the 9th Anti Tank Regiment in full kilted garb staged a parade in Belleville, Ontario, which ended at the McCarthy Theatre, where a concert of Scottish airs was given in front of the house. The band members then entered the theatre as guests of Willard Fawcett, manager, to see *JARO's The Kidnappers*.

MEMBERS of the Lindsay, Ontario Reserve Army Unit, the 45th Battery of the 4th Field Regiment, were the guests of Al Duguid, manager, and the Academy Theatre at the first performance of *All Quiet on the Western Front*. The reissued film played to a packed house.

CANADIAN Broadcasting Corporation was accused of fostering local TV monopolies for itself in large centres by Donald Fleming, PC from Toronto, in the House of Commons. Progressive Conservative and Social Credit members advocated the establishment of a different type of government authority but CCF leader M. J. Coldwell defended the CBC.

TOTAL of 460 features were registered in West Germany during 1953 compared with 450 during 1952. Of these 96 were German (including eight German-Austrian co-productions), 230 were from the USA, 48 from France, 32 Italian, 16 British, 16 Austrian and 22 from other countries. Screen time for USA productions was down from 42 per cent to 37 per cent.

VANDALISM in the form of ruined theatre chairs took place recently at the new Cinema Theatre in Swift Current, Saskatchewan.

CRAWLEY Films of Ottawa has completed *Five Faces of Quebec* for Molson's Brewery Ltd. A 30-minute, 16 mm. film, it is designed for TV and non-theatrical showings. The *Powerful Horseshoe*, a 16 mm. color film, has also been finished by the production company. It is sponsored by Ontario Hydro, which will distribute it non-theatrically.

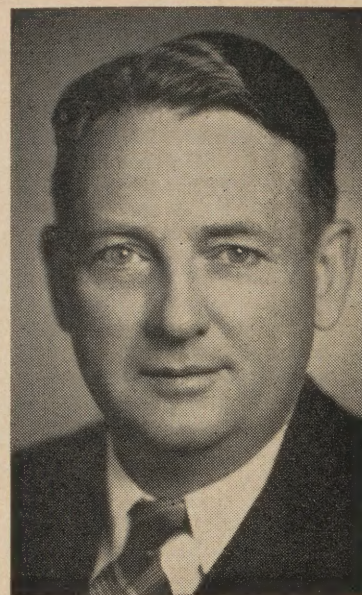
LARGE - SCALE pre-release publicity campaign is under way for *United Artists' Operation Manhunt*, which was recently completed in Canada, in a unique move to maintain a continuing flow of information about the picture right up to its release in the near future. It was produced by Fred Feldkamp and directed by Jack Alexander and is based on the life in hiding of the Soviet code clerk, Igor Gouzenko, who appears in the picture wearing a mask to conceal his identity.

CANADIAN district of RKO exceeded its quota in the Sid Kramer Short Subject Drive with the greatest volume of billing for a similar period in its history. The Saint John branch stood first, Vancouver second and Winnipeg third, it was stated by Jack Labow, Canadian general manager.

Neil Leroy, Toronto, Now CCAA Prexy

Neil Leroy, Toronto freelance artist, was elected president of the Canadian Council of Authors and Artists at the recent annual convention in Montreal, while Louis Belanger of Montreal, Bernard Cowan of Toronto and Len Hayman of Vancouver were elected vice-presidents; Bernard Hogue of Montreal, treasurer; and Fred Diehl of Toronto and Robert Rivard of Montreal, secretaries.

The convention, at which 2,000 writers and performers were represented, went on record that the CBC TV setup in Toronto wasn't Canadian enough.



C. RAY HARNETT
Appointed Canadian sales manager for Warner Bros.' 16 mm. division by Haskell M. Masters, the company's chief in this country.

Anna Magnani Cast In 'Rose Tattoo'

Anna Magnani, the internationally famed Italian actress, has been set by Hal Wallis to star opposite Burt Lancaster in Wallis' *Rose Tattoo*, her first production to be made in the USA. Miss Magnani will arrive in Hollywood in September to start this screen version of Tennessee Williams' dramatic Broadway hit, which will be made at the Paramount Studio.

Daniel Mann will direct *Rose Tattoo*, which will be filmed in VistaVision and Technicolor.

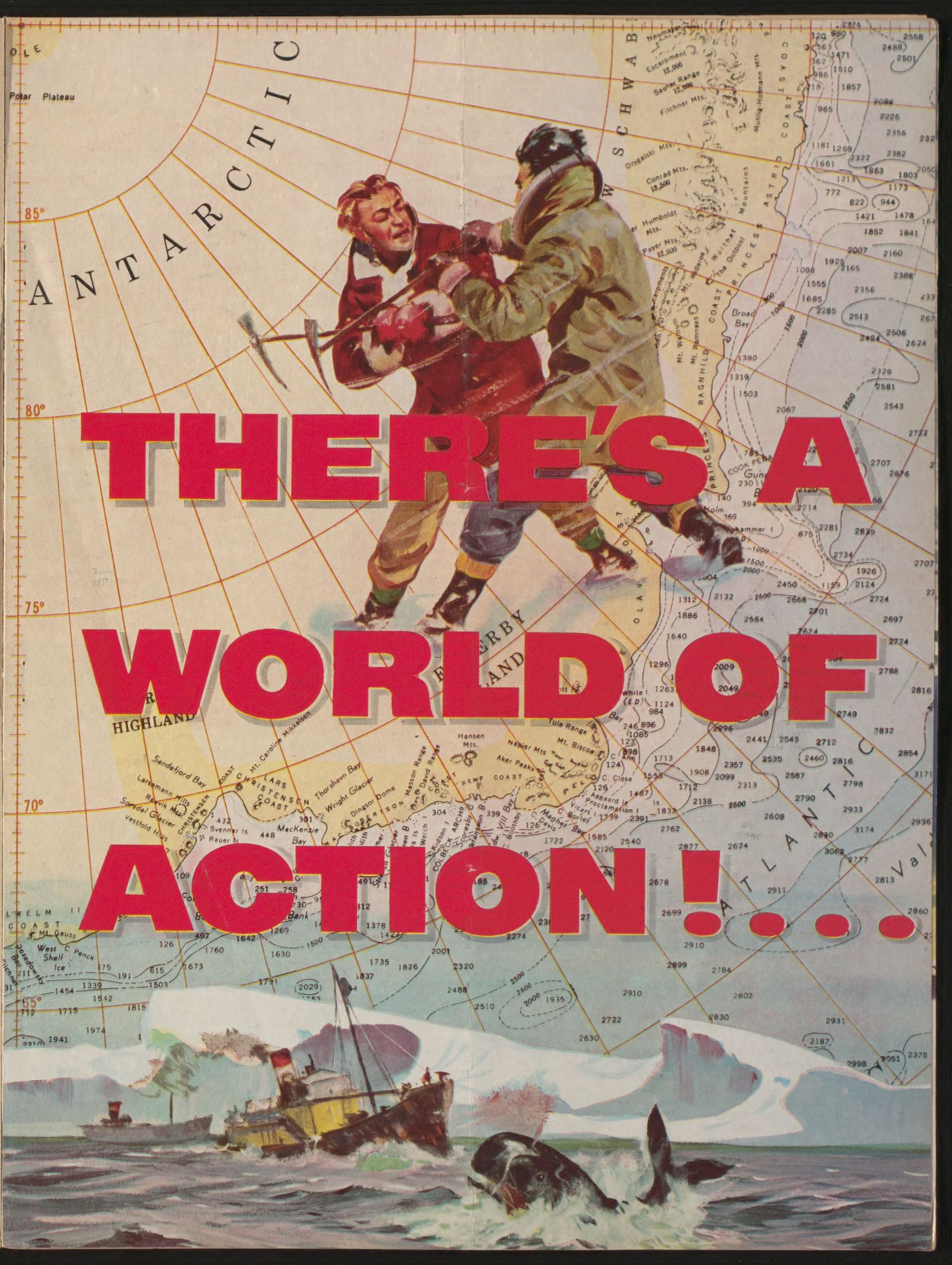
George Sanders In MGM's 'Moonfleet'

George Sanders has been signed by MGM to star with Stewart Granger in *Moonfleet*, film based on the J. Meade Falkner novel to be produced by John Houseman and directed by Fritz Lang. Sanders will appear as the disolute Lord Ashwood, who solicits the aid of Granger, a notorious smuggler, in a daring piracy raid on an English Channel village of the 18th Century.

Stanley Kramer To Direct Own Prod'n

Stanley Kramer will direct as well as produce *Not as a Stranger*, the best-selling novel which he will film late this summer for United Artists release with Robert Mitchum, Olivia De Havilland, Frank Sinatra, Gloria Grahame and Charles Bickford in leading roles.

This will be the first film to be directed by Kramer, who had previously served the film industry as a writer and cutter and even has been a back-lot laborer.




THERE'S A WORLD OF ACTION!

ALAN LAD



Columbia's

"HELL BENT FOR LEATHER"



D'S

NEWEST IS HIS BIGGEST!

FROM LONDON
TO CAPETOWN...
FROM CAPETOWN
TO THE FROZEN
ANTARCTIC...

A WORLD OF
ACTION
RAGES ACROSS
THE SCREEN!

ACTUALLY FILMED IN THE ANTARCTIC
IN MAGNIFICENT COLOR BY

TECHNICOLOR



LOW ZERO"

**THERE'S A WORLD OF NATIONAL
ADVERTISING**

**scheduled in leading
magazines to
deliver a total
of 75,350,000
reader
impressions!**



COLUMBIA PICTURES presents
A WARWICK PRODUCTION

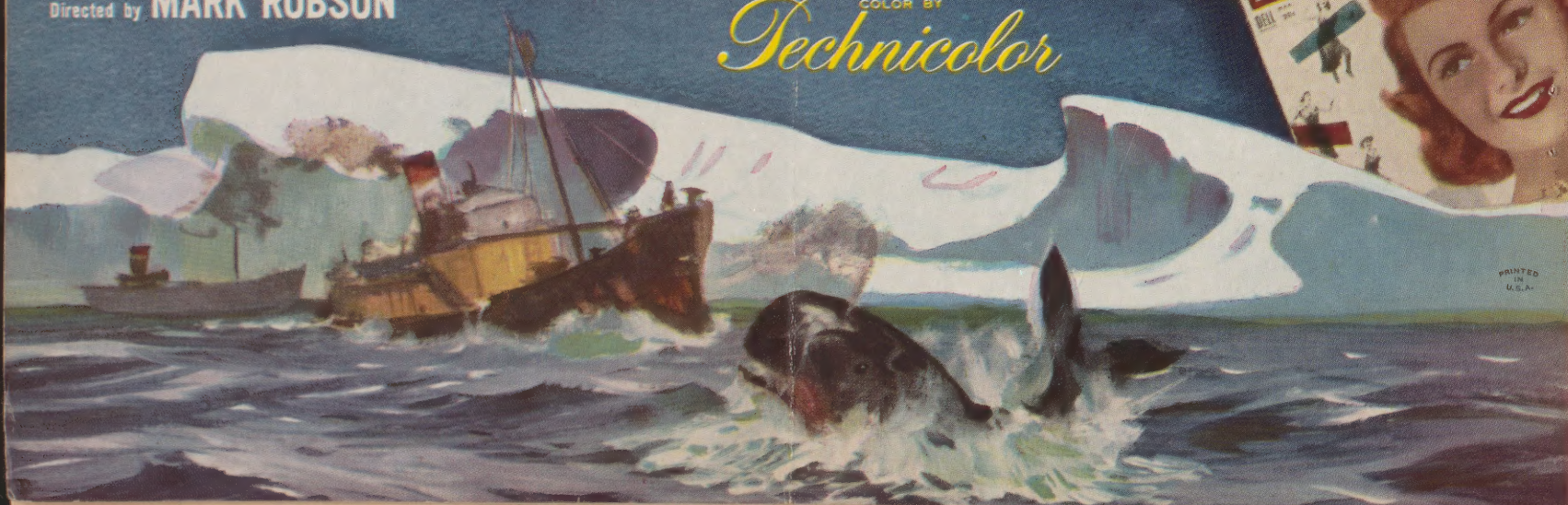
ALAN LADD HELL BELOW ZERO

with **JOAN TETZEL** • BASIL SYDNEY • STANLEY BAKER

Screenplay by ALEC COPPEL and MAX TRELL • Adaptation by RICHARD MAIBAUM • Based on the novel "The White South" by Hammond Innes • Associate Producer George W. Willoughby • Produced by IRVING ALLEN and ALBERT R. BROCCOLI

Directed by **MARK ROBSON**

COLOR BY
Technicolor



PRINTED
IN U.S.A.

VANC'R SUB TV

(Continued from Page 1)

editor of the Vancouver Sun. TruVu has spent more than \$100,000 to date wiring 45 blocks with coaxial cables carried on telephone and electricity poles and the installation schedule has 17 blocks to go. The intention is to eventually cover the city, perhaps with the aid of franchise holders.

Four antennae will soon be able to pick up 12 different channels and offer them with interference filtered out to subscribers who pay the \$75 installation charge and the \$4 monthly fee. Each block has a 12-tube amplifier. The stations offered are mainly from the neighboring state of Washington and there are four to a cable. Cheaper TV sets do as well as expensive ones.

The company began its development engineering in August, 1952 and gave its first public demonstration on September 11, 1953. Its antennae are at 59th and Cambie Streets and these may eventually be moved to its property on Burnaby Mountain.

The first Canadian system of non-CBC TV service was that of Rediffusion, Inc., Montreal. There are now several of one kind or another about to begin operations.

The last issue of this publication carried an article on the subject.

Joint participation by exhibitors and community TV operators in showing motion pictures was urged in New York last week by Senator Edwin Johnson at the dinner closing the National Community Television Association's annual convention.

Added To 'Dragnet' Cast

Virginia Christine, a Dragnet regular on both TV and radio, has been cast in Warner Bros.' full-length WarnerColor production based on the police series. Jack Webb is starring in and directing Dragnet.

Sees Short Features As Regular Product

"Features of 20 to 30 minutes in length can be expected to become a standard in film distribution in the near future," Oscar A. Morgan, Paramount general sales manager in charge of short subjects, newsreels and special features, asserted recently in New York.

Morgan said he based this point of view on "the remarkable success" of Paramount's Calling Scotland Yard 30-minute features in completing double bills and supplementing single-bill programs. He stated that Paramount is contemplating the production of several 20- to 30-minute features in VistaVision as part of the company's big program in that process.



BLAH, BLAH BLACK SHEEP: Paramount about ready to go ahead with its own building at Gerrard & Church? . . . UJA collections about 20 per cent down this appeal but the local film division under Lionel Lester and George Altman went over 100 per cent . . . Sterling Films, promotion outfit that hustles Foto-Nite, wants to put on this year's movie trade fair . . . Weekend rain, good for biz in standard houses, has murdered many drive-in boxoffices . . . With all us movie newsmen around Herb Whittaker, the *Globe & Mail's* stage reporter, scooped the news from Fridolin that he will make an Italian co-production in Quebec after his TV show gets going. By the way, Fridolin's lengthy but touching movie, *Tit-Coq*, which has English subtitles, could use a proofreader . . . Mrs. Eva Delaney, Gananoque exhibitor, made a remarkable recovery from a serious illness and this lady member of the Canadian Picture Pioneers is now down to 137 pounds . . . A lady stopped Maurice Diamond's wife, Mildred, and addressed her as "Rose." She was told that she had the wrong person. The next day the same lady stopped Mildred and said: "Rose, yesterday I saw a woman who is the living image of you."



AT THE McDONOUGH DO in Hamilton I met John Robinson, movie critic of *The Spectator*, a likeable lad very popular with the local flicker hawkers. Reporting the affair in his column, *Views and Reviews*, John tried to be nice to me following a reference to Magistrate Harry Burville, one of the speakers. But there's many a slip 'twixt typewriter and press and it came out this way: "Toastmaster was Hye Burville, editor of the Canadian Film Weekly, a man whose column should be syndicated, by the way . . ." Thanks anyway, John. Do you remember the classic explanation of a printer when asked about printed errors? His writers and proofreaders were all former professors of English and his printers were all college graduates, he claimed. They didn't make errors. "It's the ink," he said. "We spend thousands of dollars for the finest printing ink but we can't seem to find one without these damnable errors in it!" . . . How about an African Western called *Empty Saddles in the Old Kraal*? . . . Bob Hope knows the value of publicity. Years ago, on his second visit to Toronto, I promised his press rep, Mack Millar, that I would send him the reviews of Bob's show at the Gardens. Bob figured he would hurry out of the building via the nearest corridor before the crowd swamped him and he had his stuff packed and the car waiting as he took his last bow. But before he could say goodbye to me the crowd swept him down the corridor like a giant wave. The last I remember of him that night was his head bobbing up and down and one arm waving toward me as he shouted above the growing din: "Hey, Hye, don't forget the tear sheets!"

NOW THAT THE McCarthy-Army hearings have Gone With the Windbag, people are going to bed again before midnight . . . Ruth Lowe's new tune, *My Love Came Back*, will be recorded by Gordon Jenkins, she says. Ruth has been trying for a second sock song ever since *I'll Never Smile Again* . . . Casino engagement was Eartha-shaking for Kitt. Her first vaude date, she worried but killed 'em. Then she found that four and five shows a day was rugged going . . . Gerald Pratley will do the film article for the second *Our Lively Arts* series in the next *Queen's Quarterly* . . . A little girl has joined the Helleur household . . . RKO pub release from NY about Loblaw's *Pinocchio* tieup mixes up the groceteria name with that of its Canadian chief, Labow, in this neat way: Lablow's . . . International Cinema will close for an expensive going-over after the 14th week of *Hobson's Choice* . . . I'm tired of reading "true facts" and "past history". All facts are true and all history is past . . . A patron looked at one of the nine-foot ants in *Them* and cracked: "I knew him when he was knee high to a grasshopper" . . . You'll be seeing and playing *La Ronde* shortly . . . Trade humor: Among cops those who stick tags on cars are known as "paperhangers" . . . My idea of having earphones attached to the TV set for late listening without disturbing our duplex neighbors worked out fine. The whole job cost less than \$18 . . . Dan Krendel is chairman of the Pioneers' golf tourney. No date yet.

US Exhib Leader Lashes Policies

Severe criticism of distribution leaders for policies that are "undemocratic, economically unsound and impractical" was made by Walter Reade, Jr., president of the Theatre Owners of America, before the Motion Picture Industry Council in Hollywood recently. The current product shortage, he charged, was part of a desire to impose "higher and higher" rental terms on the exhibitor at a time when the industry needed more and better films.

The law of supply and demand was controlled by the distributors, said Reade, and their abuse of it had made the exhibitors' position today "precarious." Distributors who are producers also control "when pictures are to be released, how they are to be released and how many are to be released. It also stipulates exploitation procedures, advertising budgets, types of bookings and film rentals."

Many distribution executives have little knowledge of production and hardly any about theatre operation, "yet they draw larger and larger salaries and have stronger and stronger retirement plans, while you and the motion picture theatre owners of this country are less secure than ever before."

The poor judgment of distribution executives was responsible for the anti-trust suits of the past and the 200 now pending for damages of over \$200,000,000.

The idea that only the so-called epic film will make money is not true, said Reade. This had driven many craftsmen into the TV production field in order to remain employed. Financing was available for groups with a fresh approach to picture making. Production and exhibition should work with distribution for this vital aim: a steady flow of good product that will keep theatres healthy and thus build a more secure and prosperous industry.

Bldg. Awards Total \$362,000 In May

Six theatre construction and alteration contracts, totalling \$362,000, were let in May in Canada. Of these, Saskatchewan had two for \$105,000, Toronto had one for \$100,000, Manitoba had one for \$80,000, Alberta had one for \$50,000 and Nova Scotia had one for \$27,000.

In work are Francois Senecal's 500-seater in Alma, Quebec and the 400-car, 100-seat Family Drive-in near Bushville, NB, being built by B. T. Girouard and Aurel J. Breaux.

J. H. and R. Clarke have acquired the Chilliwack Drive-in in Chilliwack, BC.

DANNY KAYE'S "BEST AND FUNNIEST" IS "SURE-FIRE MONEY-MAKER!"

—N. Y. Daily News

—Film Daily

In the United States, engagements in New York, Los Angeles, Boston, San Francisco, Philadelphia and Washington, have without exception, topped all previous Paramount grosses or played dollar for dollar with "The Greatest Show On Earth." Word-of-mouth is sweeping the country as these cities add raves to the national magazine and syndicate acclaim that this is Danny's funniest and best—the picture that makes him one of the industry's top mass-appeal stars . . .





**SOME OF THE
KNOCK-OUT
NOTICES THAT
ARE BUILDING
BOXOFFICE
EXCITEMENT...**

"Highest rating. Only once in a blue moon does a picture as funny come our way. The laughter it provokes is tonic to body and soul."
—N.Y. Daily News

"Best Kaye ever had."
—Look Magazine

"Orchidemy Award to Kaye."
—Walter Winchell

"One of the funniest!"
—Life Magazine

"Hilarious!" —Louella Parsons, INS

"Funniest Kaye ever made."
—Parents' Magazine

"Funniest comedy in years."
—Los Angeles Herald Express

"Danny at his madcap best."
—San Francisco News

"Funniest of the year—Kaye's best!"
—Boston Post

"Boxoffice bonanza."
—Hollywood Reporter

"Top grosser in mass market."
—Film Bulletin

Paramount's
**KNOCK
ON WOOD**

SONGS:

"KNOCK ON WOOD"
"ALL ABOUT YOU"
"MONOHAN O'HAN"

Co-starring
MAI ZETTERLING

Words and Music by

SYLVIA FINE

Written, Produced and Directed by

NORMAN PANAMA

and

MELVIN FRANK

Choreography by
Michael Kidd

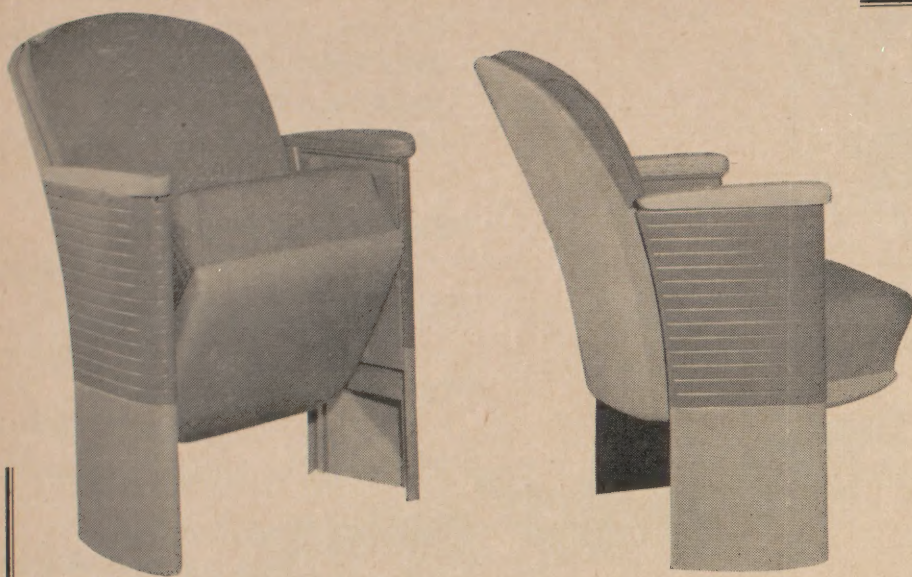
Color by **TECHNICOLOR**

Boxoffice Opportunity
Knocks With All These
Paramount Big Ones:

ELEPHANT WALK
(Technicolor)

**CASANOVA'S
BIG NIGHT**
(Technicolor)

THE NAKED JUNGLE
(Technicolor)



Now The New International No. 1000

Posture curved - form fitting - long steel back • Deep cantilever
spring unit cushion • The most comfortable theatre
chair in Canada • Ask to see it

CANADIAN THEATRE CHAIR COMPANY LIMITED

40 St. Patrick Street — Toronto, Canada

To Produce MGM's 'Sacred & Profane'

Henry Berman has been assigned by MGM to produce Sacred and Profane, new title for the story formerly called The Paris Story and which will star Anne Baxter and Steve Forrest. Sam Zimbalist previously had been named as producer.

Astral Will Release Artkino Polish Pix

Artkino Pictures (Canada) Limited will act as exclusive distributors for Polish films in Canada, it was announced in Toronto by L. Clavir, president. Negotiations by Clavir in Warsaw last fall resulted in a long-term contract with Film Polski, representing the Polish motion picture industry.

First features under the new contract will be The Young Chopin and Border Street, a story of the Warsaw Ghetto during the Nazi occupation.

Releasing of 35 mm. and television product will be through Astral Films Limited, Toronto. Distribution of 16 mm. will be by New World Films Limited, Toronto.

Important Campaign For UA's 'Apache'

Important exploitation, publicity and advertising campaigns right across Canada are being set up for United Artists' forthcoming Technicolor adventure spectacle, Apache. Starring Burt Lancaster and Jean Peters, the film was produced by the Hecht-Lancaster Organization on a multi-million dollar budget and was shot on location south of the Rio Grande in Mexico.

MGM's 'The Prodigal'

Walter Hampden has been signed by MGM to portray the role of Edmund Purdom's father in The Prodigal, elaborate CinemaScope production based on the Biblical story, starring Lana Turner and Purdom.

Organ Concerts At Lindsay Drive-in

Jack Silverthorne's drive-in near Lindsay, Ontario is probably the only one with a pre-movie organ concert. Music is made by Ariel Savage, who rides her Hammond Organ over from Pleasant Point in a specially-made trailer also equipped with a horn. Miss Savage is the wife of O. J. Silverthorne, director of Ontario's theatre-censorship branch, whose brother operates the drive-in.

Para Acquires O'Neill Play

Paramount has acquired screen rights to Eugene O'Neill's Desire Under the Elms.

of course!
for
POPCORN



it's
'Super Pufft'

Write for our new catalogue

SUPER PUFFT POPCORN LTD.

97 Duke St., Toronto

SERVICE CONFECTIONS LTD.

243 Lilac St., Winnipeg, Man.

BREWER HAS OWN IATSE SLATE

Roy Brewer, formerly Hollywood chief for the IA who resigned after differences with Richard F. Walsh, president, will oppose the latter in the biennial election convention opening in Cincinnati on August 9. Brewer, on leave from his post at Allied Artists, contends that the powers of locals in the 60,000-member labor organization of the theatrical world have lost much of their autonomy under the present leadership.

Six of the nine candidates who would run for office with him are James V. Sipe, Pittsburgh, Projectionist Local 171, for general secretary-treasurer; Jerry Galvin, Boston, Stage Employees Local 11, for the first vice-president; George Raywood, Miami, Projectionist Local 316, sixth vice-president; George Barrett, Kansas City, Local 170, seventh vice-president; Roy Ruben, Detroit, Projectionist Local 199, eighth vice-president; and Russell Moss, New York, Local 8-63, ninth vice-president. Candidates for second, third, fourth and fifth vice-presidents have not been chosen as yet to run on the new slate.

QUALITY COUNTS!

We have been selected to distribute on an EXCLUSIVE basis the Advertising Trailers for many leading Canadian accounts.

**'OUR REPRESENTATIVES
CAN SELL THESE FOR
YOU LOCALLY'**

Contact

Fred T. Stinson,
General Manager

Adfilms Limited

TORONTO

Telephone: EM. 8-8986

Suite 502, 77 York Street

MAKE HASTE TO LIVE

with Dorothy McGuire, Stephen McNally, Mary Murphy

Empire-Universal 90 Mins.
MIXTURE OF SUSPENSE AND SOAP OPERA WHICH GETS A GIANT LIFT FROM THE PERFORMANCE OF DOROTHY MCGUIRE.

Make Haste to Live has in its favor a few suspenseful scenes, one literally a cliff-hanger; the soap-opera tribulations of the heroine which may attract part of the distaff side of the audience and a really excellent performance by Dorothy McGuire who acts as if she believed what she was doing and sometimes manages to carry the picture right along with her.

Story concerns Miss McGuire's effort to deal with the reappearance of her gangster husband, whom she had helped send to prison years before. When the husband is paroled, he seeks out Miss McGuire in a small Western town where she has become the leading citizen.

From that point on it's a question of how and when the husband will take his revenge. Suffice it to say, he comes to no good end.

The basic trouble here is that the soap opera elements in Warren Duff's script are predominant and get in the way of the suspense which should carry the picture. The opening scene in which Miss McGuire is stalked by a sinister figure in the middle of the night is fine, but from then on the action is bogged down with explanations, including lengthy flashbacks, as to why the heroine is menaced. Meanwhile the goose-pimples have disappeared.

John L. Russell, Jr.'s camera work is more than adequate while performances are just average with the exception of Miss McGuire whose charm and sympathetic personality should do a lot toward selling this to the public.

Republic obviously had a class suspense melodrama in mind when they made this film and there is enough here to make you wish there were more.

CAST: Dorothy McGuire, Stephen McNally, Mary Murphy, Edgar Buchanan, John Howard, Ron Hagerly.

CREDITS: Producers, Herbert J. Yates and William A. Seiter; Director, William A. Seiter; Screenplay, Warren Duff; based on the novel by the Gordons; Photography, John L. Russell, Jr.

DIRECTION: Fair.

PHOTOGRAPHY: Good.

Buys 'Death Knows No Time'

Columbia's Sam Katzman has bought G. S. Cappy's Death Knows No Time.

THE STUDENT PRINCE

with Ann Blyth, Edmund Purdom
(CinemaScope-AnscoColor)

MGM 107 Mins.
FINE, NEW VERSION OF NOTED OPERETTA. TURNED OUT BY PASTERNAK IN RICH, HANDSOME MANNER. DELIVERS HEFTY, PERTINENT ENTERTAINMENT OF A CALIBRE TO ATTRACT STRONGLY.

Done to a handsome production turn by Joe Pasternack, the notable musical, again translated into film terms, delivers a hefty and pertinent entertainment of a calibre to attract a

considerable audience that will be charmed by its romantic nostalgia, its lilting music and a panel of smart performances. The enhancing qualities of CinemaScope are a further asset.

Again displaying her singing artistry, Ann Blyth registers a new high in her varied career. As "Kathie," she is lovely and accomplished, evincing keen aptitude and relish for the role. First appearance of importance for Edmund Purdom, as "Prince Karl," the resulting performance is striking and richly moving and will win him many fans.

The lively story of a mythical monarchy and student days and revels in Old Heidelberg with, later, a serious note of the utmost dignity, was filmed in fine style, in Ansco Color by Paul C. Vogel.

The remembering audience will recollect the story of The Student Prince. They will immediately recall how his grandfather, the King of Karlsburg, in an effort to melt his rigid attention to royal duty, sends him to Heidelberg where, incognito, he will be a student.

A bit awkwardly at first, "Prince Karl" falls into the swing of the university and in love with "Kathie," the innkeeper's niece. The King passes. "Karl" is crowned. On the way to his wedding he orders his train to stop at Heidelberg and briefly, he sees "Kathie" again. Eternal memory of their love is sung and the King departs to meet his bride.

The voice of Mario Lanza, dominating the soundtrack, has been skillfully synchronized for Purdom.

CAST: Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, Edmund Gwenn, S. Z. Sakall, Betta St. John.

CREDITS: Producer, Joe Pasternack; Director, Richard Thorpe; Written by William Ludwig, Sonya Levien; From the operetta by Dorothy Donnelly; Based on a novel by Wilhelm Meyer-Foerster; Photography, Paul C. Vogel.

DIRECTION: Expert.

PHOTOGRAPHY: Fine.

DIAL M FOR MURDER

with Ray Milland, Grace Kelly, Robert Cummings

Warners (WarnerColor) 105 Mins.
HITCHCOCK DELIVERS UP ANOTHER ENGROSSING THRILLER. THIS ONE WILL DRAW A STRONG AUDIENCE, GIVE 'EM PLENTY SUSPENSE AND SATISFACTION.

Alfred Hitchcock's cinematic representation to date this year does very well by the notable and successful London and Broadway play by Frederick Knott. Here the maestro of suspense tools out a story of high dramatic compulsion which he further develops into a grim pattern of events. Masterfully guided by Hitchcock, the Knott screenplay never permits the attention to lag and delivers a solid emotional impact.

The main roles portrayed by Ray Milland, Grace Kelly and Robert Cummings are rendered with quiet application, sincerity and affecting skill. John Williams has a meaty party as the police inspector.

Action, which for the most part is confined to one comfortable set concerns the scheming of Milland, husband to Miss Kelly, to have her killed — for a price. Robert Cummings plays an American writer of mystery fare, her former lover, who comes to London and learns of her problems which include blackmail. There is the matter of a missing letter.

Milland, in a wily manner, engages the lethal services of Anthony Dawson, with whom he attended Cambridge. Dawson is rather a helpless character in the face of Ray's scheming and agrees to do in Grace. Milland sees to it that both he and Cummings have an alibi on the night of the planned killing. As Dawson attempts to strangle Grace she grabs a pair of scissors and stabs him. He falls over backward and does a thorough job of killing himself. From that point on Grace is incriminated and faces the gallows. But both Cummings and Williams have ideas and when they put them into play they come up with a solid case against Milland.

CAST: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson, Leo Britt, Patrick Allen.

CREDITS: Director, Alfred Hitchcock; Screenplay by Frederick Knott, adopted from his own play; Photography, Robert Burks.

DIRECTION: First Rate.

PHOTOGRAPHY: Fine.

Columbia's 'Fanfare' Set

Fred Kohlmar will produce Columbia's Fanfare for Elizabeth.

HOBSON'S CHOICE

with Charles Laughton, John Mills, Brenda de Banzie

International Film Distributors 107 Mins.

THOROUGHLY ENTERTAINING BRITISH IMPORT. LONG TENANCY INDICATED. PERFORMANCES ARE GEMS OF INTERPRETATION. WELL WORTH WHILE.

Transferred to film, and expertly by David Lean, the comedy by Harold Brighouse evolves a thoroughly entertaining observation of life in a small Lancashire locality with a panel of fine performances to bolster what it at bottom a cleverly concocted and accomplished task of writing.

A London Films presentation, this Hobson's Choice is doubtless headed for long and satisfactory tenancy. An art house film, yes, but it also stands to secure pertinent and delighted attention and patronage elsewhere.

Story exudes warmth, charm, honesty and displays alert understanding. Trio in the lead roles are first rate. First appearance on this side of the Atlantic for Brenda de Banzie, this script permits her to deliver a fine account of dramatic talent in a part that is deftly shaded and highly accurate. In her own solid style she manages to dominate the proceedings whenever she is in front of the cameras.

Cavorting through the proceedings with an obvious relish, Charles Laughton is on view as a well set up bootmaker, a widower and the father of three girls, the eldest of whom is Miss De Banzie. Charles likes his tittle at the local, known as the Moonrakers. He doesn't see Brenda marrying but has plans for the two younger girls. Brenda sets her cap for John Mills, marries him and they set up on their own. Mills is a fine shoe craftsman. They make a go of their enterprise to the dismay of Laughton who goes into a decline.

The proceedings develop with the clever touch to the fore and with ingratiating good humor the yarn closes on a nice, homey and triumphant note.

CAST: Charles Laughton, John Mills, Brenda de Banzie, Daphne Anderson, Prunella Scales, Richard Wattis.

CREDITS: Produced and directed by David Lean; Screenplay, David Lean, Norman Spencer, Wynyard Browne; From the play by Harold Brighouse; Photography, Jack Hildyard.

DIRECTION: Fine.

PHOTOGRAPHY: Very Good.

Added To Cast Of 'Desiree'

Cameron Mitchell has been added to the cast of 20th-Fox' Desiree.



'CARNATION'

GLASSWARE PACKS THEATRES

Many Quebec and Ontario theatres have tried and proven that imported crystal stemware brings in far more women than any other similar priced premiums. Some of the successful theatres are the Laval and Park, Montreal; the Laurier, Quebec City; the College, Brantford; and the Temple, Windsor.

REASONS: *Something new. High quality at extremely low cost.
Wanted by every lady for her home.*

Great Booster To Sagging Boxoffice Receipts!

This 72-piece set (8 of each kind) of hand-cut, mouth-blown, imported "CARNATION" crystal stemware is created by master craftsmen. Additions to the above set if wanted include 8 ten-ounce footed

Pilsener Glasses and 8 eight-ounce Old-Fashioned Glasses. Our salesman will gladly show you samples of this spectacular premium and discuss complete details. Our policy is **FIRST COME—FIRST SERVED!**

WRITE TODAY TO

THE ANGLO-CANADIAN MERCANTILE CO. LTD.

619 NOTRE DAME ST. W., MONTREAL, QUE.